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**Rapid sodium testing aims to help control salt use in cheese**

By Rena Archwamety

MADISON, Wis. — A growing interest in healthy eating has prompted consumers, researchers, government officials and food processors to focus on reducing sodium, fats and sugars in a number of food categories. While the cheese industry is being proactive in sodium reduction efforts, it also faces challenges as sodium plays a key role not only in flavor profiles, but also in texture, performance, product safety, quality, and standards of identity.

“There’s been a lot of pressure from the public health community to reduce the amount of sodium in Americans’ diets,” says Greg Miller, president of the Dairy Research Institute and vice president of the National Dairy Council (NDC). “The cheese industry has stepped up and asked, ‘What role do we play, and can we play, in reducing sodium in dairy?’”

While cheese is the largest contributor of sodium within the dairy group, Miller notes that it accounts for only 8 percent of the sodium in U.S. diets, and also provides calcium, protein and other nutrients. The Innovation Center for U.S. Dairy, an affiliate of the Dairy Research Institute and NDC, all funded by U.S. dairy producers, has formed a task force to look at sodium issues in cheese and sodium reduction best practices.

“We learned there is a lot of variability in sodium content in cheese, for different cheese types, across brands and within brands,” Miller says.

- **Rapid sodium testing**

  To help better monitor sodium reduction efforts in cheese, the Innovation Center for U.S. Dairy has been funding research at the Wisconsin Center for Dairy Research (CDR) on new rapid sodium testing in cheese. The current practices in sodium testing are indirect, measuring the amount of chloride and estimating the amount of sodium that should be present with this chloride level.

  CDR Director John Lucey says cheesemakers need to be able to measure how much sodium is in the curd during the cheesemaking process.

  “CDR has completed a study on developing new analytical technology for detecting sodium directly in cheese,” Lucey says. “The issue is that many people want to use a sodium replacer, and how do you detect if sodium has gone down to whatever the target is? From a testing point of view, they have got to be able to directly measure sodium in mixtures with other types of salt.”

  CDR’s technology uses no chemicals and is rapid, producing results in four minutes. Lucey notes surveys done on commercial cheeses at the retail level indicate a very wide difference in sodium levels among similar types of cheeses. Therefore this technology could help to reduce overall salt levels by facilitating rapid monitoring of the salting process to produce more consistency in final sodium levels.

  “We think this technology, because it is so rapid, could be a better way to monitor sodium in cheese,” Lucey says. “If you can produce cheese with less sodium variability, you can produce it with a lower sodium content. Some companies have trouble controlling it within very tight limits. They would be able to keep sodium at the levels they really want. From a production point of view, reducing variability could be very helpful as sodium impacts cheese quality.”

  The technology is already being tested by some cheese companies, and Lucey says some equipment supply companies offer this type of technology, but it is not yet designed specifically for cheese applications.

  “One of the things we hope is that they can understand that there is a good market for selling these instruments if they can make equipment designed for a dairy plant and for cheesemakers,” Lucey says, noting that the technology CDR worked with in the study was designed for the mining industry. “There are adjustments we would recommend from the one we were using that would speed up the time it will take to produce results.”

**Final farm bill likely will not include supply management**

WASHINGTON — Congress was in recess this week, but industry stakeholders are hopeful that a final farm bill will be voted on by the end of the month.

As negotiations on the legislation continue, news reports indicate that it is not likely the Dairy Market Stabilization Program (DMSP), a proposed program to limit milk production levels in time of low producer margins, will be included in the final version of the bill.

According to the International Dairy Foods Association (IDFA), which opposes DMSP, conferees are said to be looking at modifying the premium and indemnities of the revenue insurance program that is included in the dairy titles of both the House and Senate versions of the farm bill.

IDFA says early last week, U.S. Agriculture Secretary Tom Vilsack indicated that one way to solve the stalemate on the dairy title would be “to get processors out of that mix.” IDFA says he is referring to a provision of DMSP that would require processors to withhold payments from farmers who deliver milk in excess of their “base” level when milk prices are low relative to feed costs. Under DMSP, the withheld funds would be submitted to USDA to make purchases of dairy products for donation.

Responding to Vilsack’s comments, farm bill conferees are now considering ways to allow USDA to buy what they consider “excess” dairy products with funds that USDA has available under existing authorities. An existing provision, known as Section 82, and used primarily to purchase specialty crops and meat products, could be changed or expanded to include dairy products, IDFA says.

Vilsack also expressed optimism on getting a new farm bill soon. At last week’s meeting of the American Farm Bureau Federation, Vilsack also said USDA was not going to focus on permanent law until “it becomes obvious to me that we are not going to have a farm bill. I am not there today. I am more optimistic we are going to have a farm bill now.”

Permanent law refers to a 1949 statute that when fully implemented
CHEESE FUTURES for the week ended January 23, 2014
(Listings for each day by month, settling price and open interest)

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Total Contracts Traded/ Open Interest 1549,455 4138,867 2219,021 1459,900


DRIED CHEESE:

**Dry products**

*January 24, 2014*

**DRIED WHEY**

*FOB (Central & East):*

nonfat dry milk: $0.8900 (+$0.0000); Grade A: $0.8800 (+$0.0000); Grade B: $0.8650 (+$0.0000)

**WHEY PROTEIN CONCENTRATE**

closed $2.2750 (+$0.0000); $2.2750 (+$0.0000); mostly $2.2750 (+$0.0000)

**WHEY PROTEIN ISOLATE**

closed $2.2750 (+$0.0000); mostly $2.2750 (+$0.0000)

**WHEY SOLID NON-FAT**

closed $2.2750 (+$0.0000); mostly $2.2750 (+$0.0000)

**WHEY SOLID NON-FAT SOLIDS NOT ADDED**

closed $2.2750 (+$0.0000); mostly $2.2750 (+$0.0000)

**WHEY SOLID NON-FAT SOLIDS ADDED**

closed $2.2750 (+$0.0000); mostly $2.2750 (+$0.0000)

**WHEY SOLID SOLIDS NOT ADDED**

closed $2.2750 (+$0.0000); mostly $2.2750 (+$0.0000)

**WHEY SOLID SOLIDS ADDED**

closed $2.2750 (+$0.0000); mostly $2.2750 (+$0.0000)

**WHEY SOLID DRY WHEY**

closed $2.2750 (+$0.0000); mostly $2.2750 (+$0.0000)

**WHEY SOLID DRY WHEY SOLIDS NOT ADDED**

closed $2.2750 (+$0.0000); mostly $2.2750 (+$0.0000)

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**WHEY SOLID DRY WHEY SOLIDS ADDED**

closed $2.2750 (+$0.0000); mostly $2.2750 (+$0 Rena Archwamety, Alyssa Sowerwine, Susan Quarne, (PH 608/288-9090; FAX 608/288-9093)

Extra Grade NDM

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Weekly average (Jan. 21-24): Extra Grade: $2.0900 (+0.050); Grade A: $2.0760 (+0.041).

Grade AA Butter

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<td>$1.8700</td>
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Weekly average (Jan. 21-24): Grade AA: $1.9000 (+0.120). 

Class II Cream (Major Northeast Cities): $2.0401 (+1.449)–$2.0720 (+1.217).

Sign up for our daily fax or e-mail service for just $104 a year. Call us at 608-288-9090.
MARKET INDICATORS

For the week ended: 1/18/14  1/11/14  1/4/14  12/28/13

Cheese 40-lb. Blocks: $2.0722  $2.0046  $1.9545  $1.9122
Average price1 9,782,801 10,436,567 10,697,432 7,601,067
Sales volume2 $2.1466  $2.0469  $1.9961  $1.9906
Average price1 9,858,639 10,514,216 10,441,145 8,998,304
Adj. price to 32% moisture
Sales volume2 $2.0424  $1.9492  $1.9166  $1.9000
Average price1 9,858,639 10,514,216 10,441,145 8,998,304
Moisture content 34% 34% 35% 35%
Butter: $1.6244  $1.5701  $1.5683  $1.5730
Average price1 2,747,592 3,548,444 3,457,122 1,522,967
Sales volume2 $2.0362  $1.9601  $1.9805  $1.9767
Nonfat Dry Milk: Average price1 21,888,317 18,475,088 14,436,368 7,751,145
Sales volume2 $0.5950  $0.5926  $0.5978  $0.5720

*Revised.  1/Prices weighted by volumes reported.  2/Sales as reported by participating manufacturers.

Reports in rounded numbers. More information is available by calling AMS at 202-220-3492.

Selling YOUR DAIRY BUSINESS
Is OUR Business

Creative played an integral part of crafting the proposal for us to purchase Jim’s Cheese Partryy. Michael and Bob were present with industry knowledge throughout the process; we were confident that they were current. We were able to develop a creative deal structure with their expertise. While buyer and seller had to both make adjustments, the team was with us each step of the way to make this an exciting and successful acquisition for us.

— Chip Kuby and Steve Silvia, Buyers of Jim’s Cheese Partryy

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Creative Business Services
920-432-1166  800-366-5169

For more information please visit www.CBS-Global.com
The U.S. cheese industry deserves to take a bow for its 2013 export performance. It took only 11 months for U.S. suppliers to establish a new cheese export record. Shipments broke the 600-million-pound mark in November on their way to an estimated 680 million pounds.

What you may not realize is that, for the first time, no other single country shipped as much cheese overseas as the United States. That’s right, America’s cheese suppliers hold the No. 1 global market share.

It was an achievement the industry had been gradually building toward for the past decade and one that — now achieved — begs the question: Where to next?

Clues to the answer can be found in how we got here in the first place. There are numerous reasons for U.S. cheese export progress. World demand continues to build, driven by an expanding emerging-market middle class, urbanization, the global proliferation of foodservice chains and the rising incorporation of cheese into formerly cheese-bare traditional diets.

Kudos to U.S. suppliers who have moved to fill the demand. Their efforts have been impressive, supported by a host of programs and initiatives from industry, government and organizations like the checkoff-funded U.S. Dairy Export Council (USDEC). Some have been solo efforts, some collaborative, but all have helped to grow markets and build the reputation of the United States as a reliable, high-quality supplier.

Perhaps most influential were intensified efforts to manufacture products to better suit overseas buyers’ tastes, represented best by the industry’s Gouda Initiative, a program in which USDEC teamed with U.S. cheesemakers and Wisconsin’s Center for Dairy Research to develop bulk-format gouda destined for export markets.

The Cooperatives Working Together (CWT) program also has helped improve trial of its approved suppliers. And, of course, we mustn’t forget the great advances in high-value specialty and artisan cheeses that are winning culinary awards worldwide.

Coupled with competitive pricing, it has all translated into steady U.S. growth. The United States is exporting more than triple the volume it shipped in 2007.

While the achievement is laudable, this is no time to pause. By all accounts, the same structural factors that drove demand to date will continue unabated. The opportunities are broad, with Latin America, the Middle East and Southeast Asia all on a path to consume more cheese, while China’s budding familiarity with cheese could strain existing supply sources with just small per capita increases across its large population.

Now, maintaining our spot as No. 1 cheese supplier in the world and fostering further expansion requires a shift in tactics. Market leaders take a different approach to markets than those with smaller slices of the pie. Market leaders are not looking to chip away at competitors share to build business. Rather, market leaders look to grow the market as a whole — to expand the pie.

If we look at pizza cheese, for example, part of the market leader’s charge is to build overall pizza consumption while also getting more cheese on pizza.

Expanding usage beyond current levels is in fact at the core of USDEC’s new marketing approach, and it extends beyond the fast-growing pizza sector. We are, for example, exploring the potential for U.S. suppliers to work with food companies in Asia to incorporate cheese into more processed foods.

By definition, market leaders take different approaches to markets than those in tactics. Market leaders take a different approach to markets than those in tactics. Market leaders take a different approach to markets than those in tactics.

Getting comfortable being the cheese leader

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IDFA, NMPF highlight benefits of dairy at Dietary Guidelines Advisory Committee meetings

BETHESDA, Md. — The second set of meetings of the 2015 Dietary Guidelines Advisory Committee (DGAC) was recently held at the National Institutes of Health in Bethesda, Md. Representatives from the International Dairy Foods Association (IDFA) and National Milk Producers Federation (NMPF) presented oral comments at the meeting emphasizing the value that nutrient-dense dairy products bring to the American diet.

Two days of public hearings were held Jan. 13-14 for the 2015 edition of the federal government’s basic consumer diet advice, the Dietary Guidelines for Americans. The guidelines are issued jointly by USDA and the U.S. Department of Health and Human Services every five years.

“Milk provides nine essential nutrients, while yogurt and cheese provide protein, calcium, magnesium, phosphorus, vitamin A and D,” Michelle Matto, IDFA’s consultant on nutrition and labeling, said in comments during the meetings. “Even dairy products that contain some fat or added sugar have high nutrient density. Focusing American diets on nutrient-dense foods encourages people to include more nutrients in a lower-calorie diet and helps them meet overall dietary requirements.”

Beth Briczinski, NMPF vice president for nutrition, in comments at the second day of meetings urged the committee to keep the recommendation of three daily servings of dairy products for most Americans since dairy is the No. 1 source of nine key nutrients.

“Dairy foods are uniquely nutrient rich and virtually irreplaceable in the diet if we want to meet nutrient recommendations,” Briczinski says. “We strongly urge the committee to maintain the current recommendation of three daily servings of dairy and to focus on the serious public health problem of under-consumption of milk and dairy products.”

WOW Logistics announces dairy scholarship

APPLETON, Wis. — WOW Logistics is accepting applications for its $1,000 dairy science scholarship. Eligible students must be attending the University of Wisconsin-Madison and seeking a degree in dairy science.

Created in 2010, the WOW Logistics Dairy Science Scholarship is awarded annually as a means to encourage and promote careers within the dairy manufacturing industry.

Applications must be completed and returned to WOW Logistics by March 29. The winning applicant will be announced April 1 and invited to accept the award at the International Cheese Technology Expo, held April 24 in Milwaukee.

Eligible students must meet the following criteria:
• Currently enrolled at the University of Wisconsin-Madison.
• Enrolled in the Dairy Science program, with a dairy manufacturing focus.
• Sophomore, junior or senior level (if senior, must attend the school in fall 2014).
• In good academic standing.

For more information, contact Randy R. Radtke, director of marketing, WOW Logistics, at 920-830-4804 or e-mail randyra@wowlogistics.com. Applications can be found online at www.wowlogistics.com.
Fonterra bond to support business in China

AUCKLAND, New Zealand — Fonterra Cooperative Group Ltd. recently announced it has raised 1.25 billion Chinese renminbi (approximately NZ$250 million) through the issue of a 5-year “dim sum” bond, or Chinese renminbi raised offshore, to further strengthen and support the growth of Fonterra’s business in China.

“As long as refinancing some of our existing China operations, we will also be using funds to support further growth in this market. This will include the further expansion of our consumer, foodservice and farming operations,” says Lukas Paravicini, Fonterra’s chief financial officer.

Last year Fonterra launched its premium milk brand, Anchor, in China along with a new pediatric formula for the Chinese market under the Anmum brand.

Kelvin Wickham, Fonterra president of Greater China and India, notes that China is expected to see a continued growth in this market. This will include the further expansion of our consumer, foodservice and farming operations,” says Lukas Paravicini, Fonterra’s chief financial officer.

Continued from page 4

Hollister

continues to be a leadership role. By taking on the responsibilities of the market leader, customers will more frequently see the United States as the supplier of choice. The market leader is generally the first supplier approached by a buyer. Buyers seek out market leaders and desire to work with them.

At the same time, the United States must work at strengthening activities that got us here in the first place, such as building overseas relationships, working more closely with the major buyers in target markets, taking the time to explore foreign markets and listening to customer needs.

Whatever the platform, customers are still looking for products that we do not necessarily make, so we can either adapt to their taste, packaging and other preferences or work through their preconceptions then encourage the customer to adapt.

As emerging-market demand continues to flourish, we don’t want to be in a position where we are trying to claw back share from the dominant suppliers, as we had to do over the past decade. We want to remain the dominant supplier.

Angélique Hollister

U.S. DAIRY EXPORT COUNCIL

With some of our competitors talking of cheese shortages, the time is right. At one point in the not-so-distant past, the export market may have seemed a strange and unfamiliar place to U.S. cheese suppliers. But our industry has displayed a rising comfort in moving up the rankings and proving it has a leading global role to play.

Note: The U.S. Dairy Export Council is primarily supported by Dairy Management Inc. (DMI) through the producer checkoff that builds on collaborative industry partnerships with processors, trading companies and others to build global demand for U.S. dairy products.

The views expressed by CMN’s guest columnists are their own opinions and do not necessarily reflect those of Cheese Market News®.
Following a successful first year, ALPMA USA looks to intensify presence in U.S. market

MILWAUKEE — As it embarks on its second year in the U.S. market, ALPMA USA is looking to intensify its presence in North America by further identifying the needs of U.S. customers and working to meet those needs.

ALPMA USA was launched in Milwaukee last year following a successful five-year collaboration between German-based ALPMA GmbH and its U.S. distributor Ivarson Inc. (See “ALPMA announces launch of U.S. division” in the Feb. 1, 2013, issue of Cheese Market News.)

“It’s been a good first year for us here,” says Axel von Wardenburg, vice president of sales and marketing, ALPMA USA. “This is a good location for us, close to many customers and with access to top service technicians.”

“We at ALPMA USA understand the unique needs of specialty cheese manufacturers as well as commodity processors.”

Axel von Wardenburg
ALPMA USA

Von Wardenburg says ALPMA USA is looking to help U.S. customers improve both the quality and productivity of their cheese production with industry-specific expertise. This includes individual machines as well as the design of entire cheese factories using the following tools:

• Continuous cheese curd production systems that allow yield increases of up to 2.5 percent vs. existing traditional cheese vat processes.
• CreamoProt, the technology of producing functional whey protein particulate (WPP), which enables cheese yield increases of up to 0.6 percent while at the same time significantly improving the quality of lowfat and nonfat cheeses.
• Micro-perforated cheese molds to shape hard and semi-hard cheeses. Corresponding auxiliary equipment such as automated lid removal and cheese-blowing-out devices allow the curd to be pressed as long and intensely as necessary.
• Custom-designed filling and pressing systems to ensure the highest quality of specialty cheeses such as Parmesan, Romano, Asiago, Mountain Cheese and others.
• Industrial solutions for production of 200-pound Swiss blocks.
• Specific mechanization equipment such as curd-filling machines, stack turners and gentle de-moulding devices to allow for the production of 4-foot cheese cylinders of Havarti, Muenster, Brick or Tilsit cheese types to minimize trim loss during downstream cutting and slicing processes.
• High speed, exact weight cutting for cheese. The unique cutting technology of the portion cutter CUT 32, when paired with the ALPMA density scanner DS 32, achieves a weight production rate of more than 99 percent and a give-away rate of less than 1 percent, including Swiss cheese. The line design, including the integration of components from other manufacturers, has turned into one of ALPMA’s core competencies. The ALPMA objective is line responsibility out of one source of supply.
• Packaging machines using the traditional fold wrapping method to wrap sensitive cheese types such as Brie, Camembert and Queso Fresco. To make the packaging even more attractive at the point of sale, the cheese can be inserted into wood and cardboard boxes.
• Tailor-designed packaging materials with specific functionalities in printed and unprinted versions as well as providing of tailor-designed cheese boxes.

“Whenever cheese producers in North America plan to build a new cheese factory — to improve either the efficiency of their production, the capacity of their factory or the quality of their product — ALPMA USA wants to be able to provide a suitable solution,” von Wardenburg says. “We at ALPMA USA understand the unique needs of specialty cheese manufacturers as well as commodity processors. As we continue to grow in size, we look forward to meeting the needs of our customers by improving the industry with our products and services.”

For more information please visit www.alpma.com
DATCP holds hearings on proposed changes to Wisconsin rule governing milk haulers

MADISON, Wis. — The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) recently held three hearings around the state on proposed changes to the state’s rule governing milk haulers.

Hearings were held Jan. 15 in Eau Claire, Wis., Jan. 16 at the DATCP headquarters in Madison, Wis., and Jan. 17 in Green Bay, Wis.

A rule approved by the DATCP board last year proposes adopting a provision of the Pasteurized Milk Ordinance (PMO) that allows bulk milk weighers and samplers to make partial collections of milk from bulk tanks on dairy farms under certain conditions. (See “Wisconsin ag board approves scope statement for proposed changes to milk hauling rules” in the July 26, 2013, issue of Cheese Market News.)

Currently, ATCP 82 essentially requires bulk milk weighers and samplers to empty a bulk milk tank each time they collect milk from the farm.

The PMO allows partial collection of milk provided that certain practices are used to maintain the quality of milk. The proposed rule adopts these practices, which include a requirement that the bulk tank is emptied, cleaned and sanitized within 72 hours and that an acceptable temperature-recording device is installed and operating on the tank.

To ensure proper regulatory oversight of partial collections of milk, the proposed rule also requires a bulk milk tanker operator to provide proof of a current passed inspection.

The proposed rule also seeks to clarify and strengthen reciprocity requirements for bulk milk tanker Grade A permits. The proposed rule would end the practice of routinely providing a Grade A permit as part of the licensing process and clarify that a Grade A permit will be granted only after completion of the required annual inspection, as required by the PMO.

The proposed rule also clarifies that DATCP will recognize valid Grade A permits issued by another equivalent state regulatory agency if the bulk milk tanker operator retains the old tag. The proposed rule thereby keeps the records and permit requirements.

To ensure that all Wisconsin-based bulk milk tankers receive an annual inspection, the proposed rule also would establish a certified industry inspection program for inspecting bulk milk tankers.

The proposed rule also makes other changes intended to modernize the milk hauler rule and further align it with the PMO. It would:

- Remove the definition of “milk hauler” and use instead the term “bulk milk hauler” instead defining and using “bulk milk weigher and sampler” to reflect current terminology, which more fully encompasses the tasks performed.
- Remove the requirement that a bulk milk tanker operator must clean and sanitize the milk tankers and instead specify that the tanker must be cleaned and sanitized adequately.
- Clarify that personnel at the entity responsible for cleaning and sanitizing a bulk milk tanker must record the cleaning, including the cleaning tag and retain it, and put a new cleaning tag on the tanker.
- Add a requirement that, in addition to obtaining a license, a bulk milk weigher and sampler who seeks to hold the Grade A permit necessary for collection of Grade A samples must be inspected every two years. This requirement would bring Wisconsin’s bulk milk weigher and sampler requirements into compliance with the PMO. There would be no additional fees for these inspection and permit requirements.
- Remove the requirements that the tanker access port(s) be sealed after the tanker is filled with milk and that a broken seal(s) must be reported to DATCP. This requirement was originally added to ATCP 82 in response to industry concerns about intentional adulteration (tampering). However, the PMO does not require tanker access ports to be sealed after filling, and the Wisconsin requirement to report broken seals to DATCP has only been occasionally invoked.

“People working on this in our food safety division are reviewing comments from industry and the Legislative Council Rules Clearinghouse and making appropriate revisions,” says Jim Dick, communications director, DATCP. “They plan to present the final draft at the Feb. 19 DATCP board meeting.”

The hearing record will remain open until Jan. 31 for additional written comments. Comments may be sent to DATCP Division of Food Safety, 2811 Agriculture Drive, P. O. Box 8911, Madison, WI 53708; or e-mailed to Peter.Haase@wisconsin.gov. CMN
Baker Cheese attains BRC certification

ST. CLOUD, Wis. — Baker Cheese obtained the British Retail Consortium (BRC) certification, a food safety management scheme recognized by Global Food Safety Initiative (GFSI), last September.

"By acquiring GFSI BRC certification, Baker Cheese has demonstrated that they have met global standards and utilize industry best practices in the production of safe and quality cheese products," says Eric Baker, director of sales and marketing, Baker Cheese.

GFSI was created to harmonize international food safety standards and reduce the need for multiple supplier audits. The BRC was the first standard to be recognized as meeting the GFSI benchmark.

“Our customers can be assured that Baker Cheese has been qualified by an independent third party auditor against a stated standard," Baker says. "Obtaining a BRC certification facilitates access to local markets and provides a global consensus on food safety, GFSI says."

“It tells people that Baker Cheese has a strong management vision to provide high quality products and services to consumers and its customers," Baker says. "It demonstrates a proactive approach to maintain high quality standards at Baker Cheese, and it shows Baker Cheese's commitment to the food industry."

Wisconsin Cheese Originals offering $2,500 scholarship

MADISON, Wis. — Wisconsin Cheese Originals recently announced that applications for its 2014 Beginning Cheesemaker Scholarship are available. The $2,500 award will assist an aspiring cheesemaker with the cheesemaking process and to earn the Wisconsin cheesemaking license.

Wisconsin is the only state to require cheesemakers to be licensed, a process that can take as long as 18 months, requires the attendance at five cheesemaking courses and 240 hours of apprenticeship with an existing licensed Wisconsin cheesemaker.

Applications for the 2014 Wisconsin Cheese Originals Beginning Cheesemaker Scholarship are available for download at www.wisconsincheeseoriginals.com. Applications are due March 20 and the recipient will be chosen and notified by April 7.

For more information contact Jeanne Carpenter at 608-358-7837 or jeanne@wordartisanllc.com. CMN

The Science of Cheese released


The 304 pages of The Science of Cheese examine and explore the science behind cheese and cheesemaking. It ranges from milk’s molecular makeup to cheesemaking strategies and the qualities of different families of cheese.

Tunick describes his book as a conversational yet scientifically literate tour.

The book’s retail price is $29.95. It is published by Oxford University Press, New York. CMN

Natural cheese stocks up from November

WASHINGTON — Total natural cheese stocks in refrigerated warehouses in the United States as of Dec. 31, 2013, were 1.01 billion pounds, down 1 percent from December 2012’s 1.02 billion pounds but up 1 percent from Nov. 30, 2013’s 996.6 million pounds, according to data released this week by USDA’s National Agricultural Statistics Service (NASS).

NASS reports natural American cheese in cold storage totaled 618.8 million pounds at the end of December 2013, 3 percent lower than December 2012’s 635.6 million pounds but 1 percent higher than the 614.6 million pounds in cold storage Nov. 30, 2013.

Swiss cheese in cold storage totaled 24.4 million pounds Dec. 31, 2013, 23 percent lower than the 31.7 million pounds in cold storage Dec. 31, 2012, and 7 percent lower than the 26.1 million pounds in cold storage Nov. 30, 2013.

Other natural cheese in cold storage totaled 365.9 million pounds, up 3 percent from December 2012’s 355.8 million pounds and November 2013’s 356.5 million pounds.

NASS reports butter in U.S. cold storage totaled 111.4 million pounds as of Dec. 31, 2013, 27 percent lower than the 153.0 million pounds of butter in cold storage Dec. 31, 2012 and 9 percent lower than Nov. 30, 2013’s 121.6 million pounds. CMN
ISDA to award $500 college scholarships

ANKENY, Iowa — The Iowa State Dairy Association (ISDA) has recently announced that it will continue to offer college scholarships to Iowa students in 2014. The $500 scholarships are available to any level student pursuing a degree in any field.

As in previous years, applicants must be the child or grandchild of an ISDA member. New this year is the opportunity for dairy farm employees or their children to apply as long as the dairy farm owner is an ISDA member.

“We’re thrilled with the interest in ISDA’s scholarship program,” says Larry Shover, ISDA president. “ISDA is proud to contribute to the education of such great students, and we’re excited to be able to offer two additional scholarships this year, making the total 14.”

Candidates must complete the ISDA scholarship application and attach a one-page essay. For more information go to www.iowadairy.com, or contact Jessica Bloomberg, ISDA executive director, at 515-971-3620 or jessicab@iowadairy.org. CMN

MONTREAL — Saputo Inc. this week announced that it has obtained shares of more than 50 percent in Australia’s Warrnambool Cheese and Butter Factory Company Holdings Ltd., triggering an increase in its offer price to AU$9.20 and an automatic extension of the offer period to Feb. 4. (See “Saputo offer for Warrnambool closes Jan. 22” in last week’s issue of Cheese Market News.)

Saputo’s previous offer for Warrnambool was AU$9.00 per share. Last week, Bega Cheese Ltd. of Australia announced it would sell its 18.8 percent share in Warrnambool to Saputo, which now brings Saputo’s relevant interest to 52.702 percent in Warrnambool shares.

Other than possible automatic extensions required under Australian law, Saputo says there will be no further extensions to the offer period.

Rothschild and Rabobank are acting as the financial advisers to Saputo, and Muddocks and Stikeman Elliott are its legal advisers. CMN

Lactalis acquires Tirumala Milk Products

MUMBAI, India — Groupe Lactalis SA, the French-based global dairy giant, recently acquired 100 percent of the shares in Tirumala Milk Products Private Ltd., the second-largest private dairy company in South India. This transaction marks Lactalis’ entry into India.

Tirumala was founded in 1996 and raised equity investment in 2010 from First Carlyle Ventures III and First Carlyle Growth VII, affiliates of global alternative asset manager The Carlyle Group. Barclays was the sole financial advisor to Tirumala, and J. Sagar Associates was the legal advisor to Tirumala. Rothschild was the sole financial advisor to Lactalis, and Amarchand & Mangaldas & Suresh A. Shroff & Co. was Lactalis’ legal advisor.

“The deal marks the largest dairy transaction in India,” says Jaldeep Khanna, CEO and country head for Barclays India. “Tirumala provides a strong platform for Lactalis’ entry into one of the largest dairy markets globally.” CMN

International Trade Commission conducts study on barriers for U.S. exports to India

WASHINGTON — The U.S. International Trade Commission is conducting a study to examine the effect on the U.S. economy of India’s barriers to U.S. exports and investment. The U.S. dairy industry has been identified as one of the industries facing significant barriers, so it is among a number of industries being sampled. Exports of U.S. dairy products effectively are prohibited under India’s current dairy sanitary import protocol.

The mandatory questionnaire will be sent in February to approximately 8,000 U.S. companies. Individual responses will be protected as confidential business information, and responses will only be reported one they are aggregated with the others.

The International Dairy Foods Association (IDFA) says it encourages its members who receive the survey to complete it and return it promptly. “Participating in studies such as this one is vital in order to break down barriers to U.S. dairy exports in the future,” says Beth Hughes, IDFA director of international affairs. CMN

Saputo raises offer price for Warrnambool

For more information please visit www.cheesemarketnews.com
FARM BILL
Continued from page 1

would double the wholesale price of milk. Under the Agricultural Act of 1949, the USDA secretary is required to take actions, most likely purchasing dairy products at prices well above market rates, to raise farm milk prices to 75-90 percent of parity, which would currently be about $38 per hundredweight, according to IDFA.

Last week several dairy producer groups, including the Wisconsin Dairy Business Association (DBA), California Dairies Inc. and the Dairy Policy Action Coalition and others — in a letter to farm bill conferences expressed opposition to the inclusion of DMSP in a final farm bill.

“Many dairy farmers from all over the country are aligned and opposed to supply management,” says Laurie Fischer, executive director, DBA.

In the letter, the groups say “as dairy producers and businesses working in the dairy industry, we ask that you support the dairy title as amended in the House version of the farm bill, which excludes” DMSP.

“We believe this convoluted system is the wrong approach,” the groups say. “Dairy farmers who take advantage of the margin insurance should not be required to participate in a program that would have the government directly interfere in the milk supply. Limiting the milk supply will discourage further investment and hurt our exports.”

Meanwhile, other dairy farmer groups including the National Milk Producers Federation (NMPF) and California Milk Producers Council (MPC) express disappointment over the potential removal of DMSP from final farm bill legislation.

Jim Mulhern, president and CEO, NMPF, notes that during the past four years that NMPF has worked to revise federal dairy policy, the organization has evaluated a variety of proposals against two key criteria: whether it provides an effective safety net for all U.S. dairy farmers, and whether it protect taxpayers from the possibility of excessive program costs through the use of suitable incentives for those enrolled in the program.

The resulting Dairy Security Act (DSA) measure, which includes DMSP and is part of the Senate version of the farm bill, is a loss-prevention margin insurance program that meets those objectives, Mulhern says.

“We were initially heartened that the four bipartisan leaders of the House-Senate farm bill conference committee includes the DSA language in the package that they were planning to present to the full committee,” he says. “Despite the long-standing opposition to this plan from House Speaker John Boehner (R-Ohio), we were confident we had the votes in the conference committee to defeat any amendment to strike the market stabilization program.

“Unfortunately, the speaker’s threat that he would not allow a vote on a farm bill containing the market stabilization program has effectively served to kill our proposal within the committee,” he adds.

Mulhern says NMPF now is engaged in discussions with agriculture committee staff on an alternative approach to creating a dairy safety net that would contain inducements to help achieve a supply-demand balance and prevent catastrophic milk price collapses such as what was experienced in 2009.

“At this point, it is conceivable that an alternative mechanism could be developed, relying upon adjustments to the program’s margin insurance payout structure and participant premium rates, among other options,” Mulhern says.

“Any such approach must still offer an effective risk management tool to farmers, while containing suitable incentives to program enrollees to achieve cost controls. As always, the devil is in the details, and we will not support any program that does not effectively address the needs of our members throughout the U.S.”

Ron Vandenheuvel, general manager, MPC, also expressed disappointment over the removal of DMSP from the dairy title of the farm bill.

“This is certainly a disappointing development, to say the least,” he says. “Speaker Boehner has spewed a lot of rhetoric over the past year or two about the ‘Soviet-style dairy program’ he claims we have and how the market stabilization program would make it worse. If Speaker Boehner truly understood milk pricing, he would understand that the most socialistic feature of the California and federal order programs is the fact that processors — the folks (he) most aligns himself with — have a guaranteed opportunity for profit, regardless of whether dairy product prices are high or low.

“While we’ve gotten used to Speaker Boehner’s ignorance and rhetoric, I’m not sure how many of us expected him to use his position to hold up the entire farm bill over a dairy-specific issue that had the support of the key negotiators,” Vandenheuvel adds. “Unfortunately, that’s what happened this week. So where do we go from here? It’s not entirely clear, although media reports indicate that farm bill negotiators may have a ‘compromise’ dairy package for the industry to review. So I guess the best we can say at this point is stay tuned.” CMN
Ron Buholzer of Klondike Cheese Co. to be honored with 2014 WCMA Life Member Award

MADISON, Wis. — Ron Buholzer, third-generation cheesemaker and a Wisconsin Master Cheese Maker, will be honored with the Wisconsin Cheese Makers Association (WCMA) Life Member Award April 24 in Milwaukee.

Buholzer is president of Klondike Cheese Co., Monroe, Wis., and in June will complete his second six-year term of service on the board of directors of WCMA, including two, two-year stints as president.

Buholzer grew up making cheese at the Klondike factory, and earned a degree as an auto mechanic before returning to the family business in 1966. He holds Wisconsin Master Cheese Maker certifications for Feta and Brick.

Buholzer’s grandfather became cheesemaker at Klondike Cheese in 1925 and his father Alvin took over in 1946. The family worked for the farm cooperative that owned the business until 1970 when the Buholzers purchased the Klondike Cheese factory outright.

Buholzer has seen the factory transition from Swiss wheels, to mammoth Cheddar, to Colby and Jack, and to Mozzarella and Muenster. It was the family’s decision to expand into Feta in 1991 that spurred growth in the operation to more than 25 million pounds of Feta, Muenster and Brick annually.

Buholzer has served as president of the Foreign-Type Cheese Makers Association and Wisconsin Specialty Cheese Institute. He has served as a director of the Southwest Cheese Makers Association and is currently serving as a director of Woodford State Bank. He has served on numerous civic committees in Monroe as an advocate of his Swiss heritage, the art of cheesemaking and community improvement.

Buholzer has been influential in the fund-raising effort to rebuild the Babcock Hall dairy plant and raise a new Wisconsin Center for Dairy Research in Madison. Buholzer is one of two key industry advisors to this construction project.

“I am sincerely honored to be chosen for this distinguished award,” Buholzer says. “I never considered that it would be given to me. The time I’ve spent doing industry things has been repaid many times through the knowledge gained and the people I have been able to meet. The time I have been able to give to this association and others would not have been possible without the support from my family, especially my wife Sue and my brothers Steve and Dave. They were the ones that had to pick up the extra workload whenever I was attending a meeting or industry event.”

Karangis is winner of Fonterra’s Urban Chef Challenge

CHICAGO — Fonterra Foodservice USA Inc. named John Karangis, executive chef of Union Square Events in New York City, winner of the company’s Urban Chef Recipe Challenge in a cook-off held Nov. 12.

The contest was open to chefs from New York and Chicago, with one finalist representing each city in the head-to-head cook-off. Fonterra received nearly 200 entries, and the two finalists were chosen based on their ability to showcase at least two Fonterra products in their dish.

“This is the first time Fonterra held a recipe contest in the United States, with the objective of providing awareness to our New Zealand products and brands,” says Jeff Pfau, vice president of food service and retail at Fonterra. “We are so pleased with the number and quality of entries from both the Chicago and New York markets.”

Karangis’s winning recipe was an autumn vegetable salad with crispy Beluga lentils, fennel-orange puree and Blue cheese. His opponent was Richard Ginn, chef de cuisine at Davanti Enoteca in Chicago. Ginn served up his Cheddar Gnocchi al Forno in the cook-off.

The judges evaluated the dishes based on originality, use of Fonterra products, feasibility, overall taste and plate appeal. Along with the title, Karangis won a trip to New Zealand, including tickets to the Marlborough Wine & Food Festival. CMN
S.D. officials warn of tainted raw milk

PIERRE, S.D. — The South Dakota Department of Agriculture (SDDA) recently reported that *Listeria* was found in a sampling of bottled raw milk from Jerseylade Farms near Brookings, S.D.

The contaminated bottled raw milk was sold in the Brookings County area. SDDA has advised consumers that bottled raw milk recently purchased from this business may contain harmful bacteria that can lead to *Listeria* infection, and it advises that the product be discarded or returned.

South Dakota’s bottled raw milk rules require permits for dairies selling raw milk directly to consumers. Inspections are required at least annually depending on grade of milk. Dairies also must submit samples monthly for bacteria and residue testing.

Comings and goings . . . comings and goings

The California Milk Advisory Board (CMAB) recently announced it did not renew CEO Stan Andre’s contract. CMAB Board Chair Richard Wagner says the organization is thankful for Andre’s leadership over the years, including the creation of the Real California Milk seal and the expansion of California dairy promotion across the United States and globally. The CMAB board has embarked on a national search for a new CEO.

After 32 years of service to FarmFirst Dairy Cooperative, most recently as its general manager, Dennis Donohue has retired. Previously Donohue worked with Manitowoc Milk Producers Cooperative and served as a director on the National Milk Producers Federation’s board.

Henningsen Cold Storage has recently hired Kevin Cummings as the general manager of the company’s new facility opening this spring in Salem, Ore., which will serve as a frozen distribution center to support NORPAC foods. Cummings will be directing the day-to-day operations. Cummings joins Henningsen after being with Schreiber Foods for 12 years in various capacities, where he most recently acted as the distribution center team leader in Carthage, Miss.

Danielle Bull, Damascus, Ore., was recently crowned the 2014 Oregon Dairy Princess-Ambassador. Bull represented Clackamas County among seven county contestants vying for the title; she was also selected as the Congeniality Award winner, an honor chosen by her peers.

Laura Batcha has recently been appointed as the new CEO and executive director of the Organic Trade Association (OTA). Batcha most recently served as OTA’s executive vice president and interim co-executive director. She has served OTA in multiple capacities over the past six years. Batcha has 20 years of experience as a certified organic producer and handler, and more than 10 years of hands-on experience in the private sector of the organic industry.

Sargento Foods Inc. has recently announced Marty Rowe as president of its food ingredients division. Rowe joined Sargento in 1984 and most recently held the position of vice president of sales-strategic channels in the consumer products division. He was named Sales Manager of the Year for the consumer products division of Sargento in both 2006 and 2007.

Miriam Sapiro intends to step down from her position as deputy at U.S. Trade Representative (USTR) after four years of service. In addition to her role at USTR, she has served on the board of directors for the Overseas Private Investment Corp. and as a member of the Committee on Foreign Investment in the United States. Sapiro previously served with distinction at the State Department and at the White House during the Clinton administration.

Wisconsin Milk Marketing Board, Madison, Wis., has named Brenda Murphy its director of producer communications and programs. She most recently served as sales and marketing manager for Agri-View, where she was previously managing editor. Murphy also spent seven years with Accelerated Genetics and is a graduate of the University of Wisconsin-Madison.

Yum! Brands (YUM) has named David Gibbs president of U.S. Pizza Hut. Gibbs joined the company in 1989. His roles went on to include vice president of development of KFC and of YUM. In 2006, Gibbs was promoted to chief financial officer of Pizza Hut in the U.S., then to chief financial officer at Yum! Restaurants International (YRI). He most recently served as president and CFO of YRI. CMN

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News/Business

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SODIUM

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for companies to embrace this technology. From a technological point of view, it works well, so it has more to do with ease of use so it better fits our purpose.”

The Innovation Center will highlight this technology, along with other ways its task force is addressing sodium reduction in cheese, in a March 20 session at the Institute of Food Technologists’ 2014 Wellness Conference in Chicago.

Miller says he is confident that this rapid testing technology will be available to the broader cheese industry in the near future, though he adds that there obviously will be additional expenses to implement it.

“Relative to current technology, there will be the initial investment for additional equipment, but over the long run we hope it will pay for itself,” he says.

• Retaining flavor

A carefully controlled balance is important when reducing or replacing sodium because many factors change when sodium levels are adjusted in cheese. Flavor is just the beginning.

“One of the key issues is that when you reduce sodium too much, cheese loses its palatability — but food safety, reduced shelf life, and the survival of organisms that could be harmful in cheese also are concerns,” Miller says. “It’s harder to control the water content. Wherever there is sodium, there is less water. It affects the quality of the cheese, the shelf life and hardness of the cheese.”

Miller says one of the areas being looked at most aggressively in cheese are sodium replacers like potassium chloride, as well as flavor enhancers that make up for the decrease in sodium.

Mark Johnson, assistant director, senior management team, and distinguished scientist at CDR, says to a certain level, potassium chloride will enhance saltiness, but if there is too much, the cheese becomes bitter.

“The idea while lowering the salt content is to keep the salty flavor, and that’s what potassium chloride helps with,” he says. “There are other things you can add if you want more flavor, such as starter adjuncts. Some yeast extracts provide savory notes so consumers may take less notice that the cheese is lower in sodium.”

Lucey adds that some fermentates and other antimicrobial products can be used for a preservative-type impact in reduced-sodium cheese, and now some companies are recommending cultures that can be added to inhibit undesirable bacteria from growing.

Earlier this month, CDR was issued a patent for an alternative process to make lowfat and reduced-sodium cheeses that didn’t use sodium-based emulsifying salts but rather typical food emulsifiers for a process Mozzarella-type cheese.

“We didn’t add emulsifying salts, so there was a reduction in sodium levels,” Lucey says. “It was a big step forward as we worked to create a good baking type of cheese for pizzas and casseroles with a good melt.”

• Consumer acceptance

Reduced-sodium cheeses are available from a number of companies, including Kraft Foods, which has been working to reduce an average of 10 percent of sodium across its portfolio. Among its reduced-sodium items are Kraft American Singles, which have 18 percent less sodium, and Breakstone’s 2-percent Cottage Cheese, with 10 percent less sodium than it previously contained. Kraft says its sodium reduction plans aligned with the National Salt Reduction Initiative goals for 2012.

“Through these efforts, Kraft eliminated the equivalent of 13 million pounds of salt, almost 1 billion tea-spoons, from the North American diet annually,” says Jody Moore, associate director, corporate affairs, for Kraft Foods’ Cheese & Dairy business.

Moore says it’s hard to specifically measure consumer response to its sodium efforts, but Kraft’s goal is to make meaningful changes without sacrificing taste, quality or food safety.

“Sodium serves a number of important functions in foods, including enhancing taste, flavor and texture as well as retarding spoilage,” Moore says. “We will not compromise on food/ product safety, and our consumers will not compromise on taste.”

While some companies have reduced the sodium content in their cheeses, consumer demands are not always clear or consistent, and acceptance has been mixed.

In 2012, Miller co-signed a letter on behalf of NDC responding to a call for comments by FDA and USDA’s Food Safety and Inspection Service on approaches to reducing sodium consumption.

The letter notes that low sodium natural Cheddar cheeses had been in the U.S. market for decades, but consumer demand for these products has not grown.
Sartori spotlighted on ‘Wisconsin Foodie’

MADISON, Wis. — Wisconsin Public-television’s “Wisconsin Foodie” aired an episode on Sartori Co. and Ditter Farm, a Sartori patron farm, Jan. 23. The episode encompassed a farm-to-fork story beginning at the Ditter Farm and ending with a cheese tasting and conversation with Jim Sartori, owner and CEO of Sartori.

“It is a great way to kick off our 75th anniversary,” says Chad Vincent, chief marketing officer, Sartori Co.

“Wisconsin Foodie” is a weekly tele-

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“The lack of consumer acceptance is indicated by the lack of market growth of the low sodium cheese category,” the letter notes. “These products continue to account for only a trivial percentage of total retail sales of Cheddar cheese.”

Sargento Foods, Plymouth, Wis., introduced a 25-percent reduced-sodium version of some of its cheese varieties in 2011, but only has a few SKUs of these cheeses left in distribution.

“Despite all the information from the federal government, consumers do not seem ready for reduced-sodium cheese options,” says Barbara Gannon, vice president of corporate communications, Sargento. “This is similar to our first foray into reduced-fat cheeses years ago. There was a lot of press about it, but not enough sales. Consumers indicated that they were interested in our research and liked the way the products tasted, but continued to buy the original offerings instead of the reduced fat or sodium varieties.”

Gannon says there are many other products that are higher in sodium, and Sargento theorizes that consumers may be concentrating on reducing those more processed items in their diets and/or increasing fresh fruits and vegetables rather than buying what may be perceived as special diet foods.

Though consumer demand may not have kept pace with specific reduced-sodium products at retail, the industry continues to strive for reduced-sodium options in other arenas. The Innovation Center notes that the cheese industry has reduced commodity Mozzarella salt content from 2.0 percent to 1.6 percent to meet USDA specifications. The industry also has formulated reduced-fat and reduced-sodium process cheese and blended cheese for commodity purchase by schools, containing 200 to 300 milligrams of sodium per 25-gram serving.

“The really exciting thing from my point of view is that the dairy industry is working together on this as a pre-competitive issue,” Miller says. “The important thing is that the industry is doing what they can, moving forward on the issue and doing their part. I think the industry should get some kudos for that.”

Saputo acquires Scotsburn’s milk business

MONTREAL — Saputo Inc. recently announced it has entered into an agreement to acquire the fluid milk activities of Scotsburn Cooperative Services Ltd. The Nova Scotia cooperative will continue its other activities such as its frozen ice cream and frozen novelties business.

Saputo says the purchase price of C$61 million on a debt-free basis excludes about C$8 million of working capital items and is payable in cash by drawing on available credit lines. The transaction is subject to the approval of Scotsburn co-op members and usual conditions, including approval by the Canadian Competition Bureau. It is expected to close around March.

The Scotsburn fluid milk business operates two processing facilities in Sydney, Nova Scotia, and Mount Pearl, Newfoundland, and employs a total of approximately 400 people in Canada. Its operations consist of manufacturing, selling, marketing, distributing and merchandising of products such as fluid milk, cream, sour cream, ice cream mix and cottage cheese, mainly under the Scotsburn brand. The Scotsburn fluid milk business generates annual sales of approximately C$160 million earnings before interest, taxes, depreciation and amortization (EBITDA) of about $8 million.

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it needs to flex its operations accordingly.

"While we are actively pursuing a number of strategic growth opportunities, the current milk supply situation in Idaho is extremely tight," Williams says. "Consequently, among other initiatives, we are seeking to reduce operational and administrative costs which regrettably includes a small reduction in employee numbers."

Williams notes that Idaho milk production was down in 2013 vs. 2012 on 8,000 fewer cows, while the processing capacity in the state increased by more than 10 percent. He says as the milk supply in Idaho strengthens again, Glanbia Foods will reevaluate its staffing needs and adjust accordingly.

"We view this as a temporary issue as milk ebb and flows, and currently milk powder is commanding a better price in the market than cheese, which is historically not the case," Williams says. "When the economics change in favor of cheese over milk powder, the environment will change. Also, dairymen are getting some pretty strong economic signals to increase their milk production, so that should occur as well. We continue to focus on the many long-term strategic opportunities that lay before us and we are always mindful that we need to continue to focus on creating value for our customers." CMN

TTIP
Continued from page 1
Addressing regulation, he says some people are afraid that a trade deal with the United States will allow companies to sell unsafe food and environmentally damaging products. He stresses that the EU will not lower its standards of protection for citizens regarding food or the environment and will not abandon its policy on genetically modified food or beef hormones as a result of the TTIP.

"Sometimes, policy preferences differ deeply between two sides of the ocean for cultural reasons, beliefs or societal differences," De Gucht says. "But where we can, we want to find solutions that are in the interest of both sides, without compromising our values and without lowering the level of protection."

He notes that a lot of barriers take the form of unnecessary costs due to differences in regulations, standards and conformity assessments that have been worked out in isolation. Regulatory cooperation, he says, would allow authorities to save money on enforcement and become more effective.

He also addressed a debate over investment rules and how disputes would be resolved between a foreign investor and the host government in a system known as investor-to-state dispute settlement (ISDS).

"ISDS has not prevented nine of our most recent EU member states from accepting the entire body of EU law, including for example our very strict rules on GMOs, on beef hormones, on chemical products, or on equal pay and equal pension rights," De Gucht says. "All of these countries had investment agreements with the U.S. before they joined the EU. And yet there has been no challenge from any American company to any of this new regulation."

Earlier this week, De Gucht announced a decision to launch a public consultation period starting in March on investment protection in the TTIP negotiations. He says despite a number of reports, this does not mean the negotiations or any part of the negotiations will be suspended.

"The negotiation process continues full steam, with the next round of talks taking place in March," he says. "We will only push the 'pause button' on ISDS."

Also earlier this month, Ambassador João Vale de Almeida, head of the delegation of the European Union to the United States, spoke of TTIP negotiations at the American Farm Bureau Federation's 95th Annual Convention in San Antonio.

Vale de Almeida says the TTIP negotiators will work to improve market access, lower tariffs and include a strong regulatory component. He notes that Europe's Common Agricultural Policy recently underwent reforms, moving away from support based on production and toward a model that encourages rural development and rewards environmental production. He says he is confident that the negotiations will continue to go well.

"Though a few obstacles remain, we are seriously engaged in opening up markets for American exports," he says.

The fourth TTIP round is expected to be held in Brussels, Belgium, in March, after De Gucht and U.S. Trade Representative Michael Froman meet to review important issues on each side. CMN
Marketing boards reach into consumers’ digital world with cheese pairing applications

By Emily King

MADISON, Wis. — The cheese industry has been securing its place in the digital world. From websites to all facets of social media, marketing boards and companies are extending their reach into the daily lives of consumers. Cheese pairing applications (apps) have become part of the movement — implemented to market, educate and entertain.

The Wisconsin Milk Marketing Board (WMMB) launched its “Cheese Cupid” pairing app, available for iPhone, back in February of 2009 as an addition to the microsite it installed in 2008. WMMB worked with Shine Advertising, Madison, Wis., to create the app, and says to date it has had over 60,000 downloads.

“We wanted to take the microsite to the next step to reach people on their phones and give them something to utilize when making a purchase,” says Heather Porter Engwall, director of national product communications at WMMB.

The Cheese Cupid app gives users the option of selecting a beer, wine, liquor or cheese to create pairing options. The app features amorous voice-overs for every item.

“The flirtatious voice makes it a memorable experience,” Porter Engwall says. “Beautiful images, voice-overs, good information, everything down to the sound of the ‘click’ all create a top-notch marketing effort.”

“Pair Savvy,” the California Milk Advisory Board’s (CMAB) first app, began development in late 2010 and went live on Android in December 2010 and iPhone in February 2011. The idea was born within the CMAB communications team and was created with the help of Deutsch Inc., an ad agency based out of New York.

“The idea behind the app was to capture all of the great pairing information for cheese and beer, wine and chocolate we’ve developed and already in use in customer outreach into an easy-to-use, functional app they could tap when grocery shopping,” says Jennifer Giambroni, director of communications at CMAB. “It also gave us a platform for talking about California cheese pairings and the processors that use the Real California Cheese seal.”

Once the app is installed on a user’s phone, “Pair Savvy” allows selection by cheese, wine, beer or chocolate and provides suggested pairing options.

Users are able to rate and save pairings they have experienced.

Although the pairing apps vary in style, looks and platforms, the motivation behind these creations is similar.

“Apps like these are great tools for engaging with consumers, which is how we market these days,” Giambroni says. “It’s about building a relationship with the consumers for the long-term.”

Porter Engwall reiterates the same theory about apps and staying current with tactics. She says WMMB aims to be engaging and to market by providing valuable tools.

“For us as a commodity board, we aim to market and educate others, and this offers a tool they can use to help decide what to buy,” she adds. “It takes the mystery out of it.”

Both marketing boards have ventured outside of cheese pairing apps as well. CMAB has implemented games such as “Cow Spotter” and “Seal Search.” It has also created the “Cali CowChat” app that allows users to make their own character, or “Cowvatar,” that is able to be dressed up. The Cowvatar communicates with others through a voice also created by the user.

“Both Pair Savvy and the Cali CowChat app are part of our overall marketing campaign, which is heavy on consumer engagement,” says Giambroni. “Pair Savvy is designed to be a functional tool consumers can use in the grocery store, while Cali CowChat is a fun app they can use with their kids.”

WMMB released “Cheese Cupid Cinema” in May of 2012 as a new feature to its microsite. The cinema is composed of 10 half-minute, lighthearted and comedic films that combine the ideas of cheese and beverage pairings with everyday life occurrences.

“Anytime we can have someone watch an ad or see a campaign and smile or laugh, it will make it more memorable and gives them a good feeling about the product,” says Porter Engwall. “It’s there to engage them and to lead them into downloading the app.”

Giambroni describes CMAB’s apps and games as “providing tools they can use when they shop, but also games they can play during their down-time of fun apps they can share with their family.”

CMAB plans to keep the simple, easy design of the Pair Savvy app. Giambroni adds, but will update the app with more pairing options in the future.

Both marketing boards highlight the importance of creating familiarity and comfort regarding the products from their respective states.

“In the end it’s about building an affinity for California dairy products that are made with milk from our dairy families by becoming a part of their family,” Giambroni says. CMN

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For more information please visit www.worldchampioncheese.org

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Date set for CWCBA meeting and banquet

MARSFIELD, Wis. — The Central Wisconsin Cheesemakers & Buttermakers Association’s (CWCBA) annual business meeting and banquet will take place here at the Elks Lodge starting at 3 p.m. Feb. 18.

The meeting will begin with a financial report and include a scholarship fund update where the 2015 scholarship amounts are decided. A 2013 golf outing report will follow, after which the 2014 golf outing date will be decided.

The election of officers, setting a 2015 meeting date and updates on the University of Wisconsin-River Falls dairy plant renovation and University of Wisconsin-Madison’s Center for Dairy Research (CDR) project will round out the meeting.

Social time will take place from 5:30 p.m. to 6:40 p.m., at which time the banquet meal will begin. John Umbhoer, executive secretary for the Wisconsin Cheese Makers Association, will speak after the meal, as will a spokesperson from CDR.

Registration forms are due by Feb. 12 and the cost of attendance is $25 per person.

To register or for more information, contact Jim Mildbrand, secretary and treasurer for CWCBA, at jim.mildbrand@gmail.com. CMN

International Pizza Expo to be March 25-27

LAS VEGAS — The International Pizza Expo will be held here at the Las Vegas Convention Center March 25-27. The pizza industry trade show is open to pizzeria or pizza-concept restaurant owners, operators and managers, as well as distributors and food brokers.

The three-day event will be comprised of more than 80 education seminars, various cooking demonstrations, and pizza-making contests. There will also be an evening at the World Pizza Games Finals and 30th Birthday Bash featuring dough-sputtering acrobatics and on-stage entertainment.

This year, the International Pizza Expo partnered with two concurrent trade shows at the Las Vegas Convention Center, the 2014 Amusement Expo and the Catersource Conference and Tradeshow, to give registered attendees free admission to the other two events.

To register or for more information go to www.pizzaeexpo.com. CMN

3-A SSI announces accreditation exam for Certified Conformance Evaluator certificate

MUCLEAN, Va. — Applications are now available from 3-A Sanitary Standards, Inc. (3-ASSI) for candidates interested in obtaining certification as a 3-A SSI Certified Conformance Evaluator (CCE). If application requirements are met, individuals will be eligible to sit for the accreditation exam May 12 at the Clarion Hotel & Conference Center, Milwaukee in conjunction with 3-A SSI’s annual meeting and education programs.

CCE accreditation is required for those wishing to conduct Third Party Verification (TPV) inspections of dairy and food processing equipment covered by 3-A Sanitary Standards. Instituted in late 2003, TPV is required for equipment manufacturers or used equipment re-sellers to obtain or renew a 3-A Symbol. The TPV requirement was implemented to verify conformance to 3-A Sanitary Standards for sanitary equipment designed, fabricated and construction materials. Equipment authorized for the 3-A Symbol must be re-inspected every five years.

For an individual to become a CCE, there are some basic qualification criteria. Candidates must possess a bachelor of science degree in science or engineering plus three years of experience in relevant food or pharmaceutical processing — one of the three years must be directly related to 3-A Sanitary Standards-covered equipment design or sanitary processes.

Alternatively, they must graduate high school and obtain five or more years experience in relevant food or pharmaceutical processing — three of the five years must be directly related to 3-A Sanitary Standards-covered equipment design or sanitary processes.

Beyond these basic requirements, all CCE candidates must have the ability to review and evaluate complex processes to which 3-A Sanitary Standards are applied, and have the ability to interpret engineering drawings pertaining to manufacturing equipment and instrumentation for the food processing industries. CCE candidates also must have knowledge of 3-A Sanitary Standards and must provide references attesting to the candidate’s work experience and integrity.

CCE application packages must be received by 3-A SSI no later than March 28. For more information go to www.3-a.org or contact Eric Schweitzer at 703-796-0295. CMN

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Culinology to be theme for Research Chefs Association’s conference, expo

PORTLAND, Ore. — The Research Chefs Association’s (RCA) Annual Conference & Culinology Expo will take place here March 11-14. The four-day event will focus on culinology, or the blending of culinary arts and food technology.

The first day kicks off with a golf tournament and Research Chefs Foundation (RCF) Fundraiser. The afternoon is filled with workshops on the principles of HACCP, techniques on cross-analyzing trends, the chemistry of lipids, proteins and carbohydrates, and new beef menu item opportunities.

Day two starts with the Student Culinology Competition and RCF 5K Race and Fun Run, followed by a day full of breakout sessions on topics from chain restaurant trends to food incubators. The evening includes the RCA annual business meeting and a meet and greet for students and professionals.

The third day begins with the Professional Culinology Competition, a welcome by Charles Hayes, president of RCA and a keynote address from Jon Luther, chairman of Dunkin Brands. The remainder of the morning and afternoon will have more breakout sessions and feature a Culinology Expo.

Friday, March 14, the final day of the event, will include concurrent breakout sessions on antimicrobial natural products, global flavors and concepts impacting U.S. menu development. The event concludes with an awards ceremony and celebration.

Early bird discounts are available until Feb. 7, after which regular registration rates will apply.

For more information contact Amanda Boddy at 678-303-2963 or visit www.culinology.com/annualconference.

IDDBA’s Dairy Deli-Bake Seminar and Expo set to take place June 1-3

DENVER — The International Dairy-Deli-Bakery Association’s Dairy-Deli-Bake Seminar and Expo will take place here at the Colorado Convention Center June 1-3.

The event will bring together nearly 9,000 industry professionals and features more than 1,700 booths. It will feature sessions on current trends, research, marketing ideas, global issues, consumer buying behavior and new products and services.

For more information go to www.iddba.org/conference.

American Cheese Society announces 2014 conference, competition

DENVER — The American Cheese Society (ACS) will hold its 31st annual Conference & Competition in Sacramento, Calif., July 29-Aug. 1. The theme is “Celebrating the American Cheese Plate,” and the events will be hosted at the Sacramento Convention Center and at various locations around the state capital.

Nearly 1,000 cheese industry members will attend, including cheesemakers, retailers, distributors, importers, specialty food producers and enthusiasts. The four-day event offers educational, tasting and networking opportunities.

The ACS conference will host the 3rd annual Certified Cheese Professional Exam, which encourages improved standards of cheese knowledge and service in the industry. More than 150 candidates will sit for the exam this year.

The opening reception, hosted by the California Milk Advisory Board, will kick off the ACS conference. Throughout the conference there will be educational and tasting sessions with leading industry figures. There also will be opportunities to take regional tours of cheesemakers, retailers, wineries and breweries.

In 2013, the ACS competition saw a record 1,794 entries submitted by 257 cheesemakers. Participation this year is expected to exceed these numbers, ACS says.

After two days of judging, the first-place winners in each category will be evaluated together and a “Best of Show” will be chosen. The winners will be revealed at the annual ACS Awards Ceremony July 31.

The “Festival of Cheese” Aug. 1 will allow the public to sample more than 1,700 competition cheeses plus artisanal foods from across the country. There will be a cheese sale Aug. 2 that offers the opportunity to purchase artisan cheeses. All proceeds from the sale will benefit the nonprofit American Cheese Education Foundation.

Registration opens May 5. For more information visit www.cheesesociety.org.

For more information please visit www.gea.com
Viking Masek releases new Sigma, Solitaire

OOSTBURG, Wis. — Viking Masek Global Packaging Technology has recently introduced its new Sigma XY and Solitaire 400 series continuous motion bag-makers.

Viking Masek offers machines and combination scales for the cheese industry. The company has packaging options for shredded or cubed cheese in bulk or retail sizes, and intermittent, continuous or ultra-sonic vertical baggers. The new Sigma XY, according to Viking Masek, will give the perception the bags were pre-made.

The Sigma XY machine consists of a steel frame, offers intermittent or continuous motion and features an enclosed, servo-drive jaw actuation, automatic film tracking, jaw obstruction detection and automatic film tracking.

There are six bag style selections available with the new Sigma XY, including: the flat bottom bag, quad, dog, pillow, euroslot/hole punch and gusseted bag. Packing sizes range from a minimum of 60 mm by 120 mm to a maximum size of 400 mm by 1,000 mm. Maximum speed for the dry cycle with maximum size of 400 mm by 1,000 mm.

“Maximum speed for the dry cycle with maximum size of 400 mm by 1,000 mm. a minimum of 60 mm by 120 mm to a doy, pillow, euroslot/hole punch and available with the new Sigma XY, automatic film tracking, jaw obstruction encloes, servo drive jaw actuation, automatic film tracking, jaw obstruction detection and automatic film tracking.”

“We developed the Sigma XY machine and Solitaire 400 machine for the same markets at the same time,” says Rick Leonhard, president of Viking Masek. “The Solitaire 400 is proving to be the better option for the shredded cheese market. The Solitaire design is very accessible, robust and easy to clean and maintain.”

The Solitaire 400 features a gentle jaw motion that is a continuous motion “D” style profile. It is made from stainless steel and hard or clear-coated aluminum parts, which according to Viking Masek, meets specifications of sanitary design standards.

“We use top and bottom gripper plates on the rotary seal jaws to isolate the product weight from the bag seals,” Leonard says. “We also offer a remote electrical cabinet option, so the operator has access to all 4 sides of the machine.”

Carolyn Kenealy, marketing manager for Viking Masek, says, “All of these features and benefits result in a superior bagger for the cheese packing market with speeds up to 150 bags per minute, ideal for high speed shred lines.”

For more information go to www.vikingmasek.com. CMN

ITW introduces new Octopus ‘C’ Series

ARLINGTON HEIGHTS, Ill. — ITW Muller, manufacturer of stretch wrap equipment and stretch wrap film, has introduced a new product for wrapping pallets with its new Octopus “C” automatic rotary ring stretch wrapper.

“ITW Muller.”

“We built the “C” series to give customers all the benefits they’ve come to expect from our Octopus rotary ring stretch wrap machines in a smaller footprint,” says Michael Klear, sales and marketing director, ITW Muller. “It takes up much less space than most other wrappers and is easy to install — all while providing optimal load containment and minimizing film usage.”

The Octopus “C” is part of ITW Muller’s Octopus line, which also includes higher speed models. “The Octopus “C” is great for newer players,” says Klear, referring to those in the cheese and dairy industries. “It’s a ‘plug-and-play’ machine that is simple and compact.”

Klear also adds that the cheese and dairy industry will be a large target market for ITW Muller’s new stretch wrap product development in this upcoming year.

For more information go to www.itwmuller.com CMN

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Cheeses honored at 2014 Good Food Awards

SAN FRANCISCO — Fourteen cheeses were named as winners at the 2014 Good Food Awards, announced Jan. 16 during a ceremony at San Francisco’s Palace of Fine Arts. Judges who are experts in their various industries selected 130 winning food and drink items from 1,450 entries in a blind tasting held in September.

The 2014 winners were honored by chef Alice Waters, food writer Ruth Reichl, and actress and philanthropist Neïl Newman, co-founder of Newman’s Own Organics. The ceremony’s opening remarks were given by Zeke Emanuel, co-founder of the Farmers Market at the White House and adviser to President Obama on health care.

A reception following the awards featured samples of the winning products. Dishes highlighting the winning products also were prepared by San Francisco chefs, including Christopher Thompson of A16, Francis Hogan of Greens Restaurant, Robin Song of Hi Lo BBQ and Hog & Rocks, Lisa Shaw of Mercian Sub Shop, Telmo Farina of Tacolicious, Evan Bloom and Leo Beckerman of Wise Sons, and Renee Diskowski and Jill Thomas of Whole Foods Market.

On Jan. 18, an estimated 15,000 people visited the Good Food Awards Winners Marketplace, where winners sampled and sold their products at the Ferry Plaza Farmers Market in San Francisco.

WMMB launches new Mac and Cheese site

MADISON, Wis. — In celebration of National Cheese Lover’s Day, Jan. 20, Wisconsin Milk Marketing Board (WMMB) launched a new website named “All Things Mac and Cheese.” The site includes more than 100 recipes that range from simple to gourmet.

New recipes will be added every month. January’s featured collection is “Wisconsin Style,” created by Wisconsin food bloggers and home cooks. Recipes include “Creamy Four Cheese Mac with Bacon” and “Monterey Crispy Mac.”

For more information go to www.allthingsmacandcheese.com. CMN

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FDA releases guidance on adding substances to food, issues FSMA rule on food defense

WASHINGTON — FDA recently announced the availability of a guidance for industry intended to remind manufacturers and distributors about the requirements of the Federal Food, Drug and Cosmetic (FD&C) Act regarding substances added to conventional foods, including beverages.

In “Guidance for Industry: Considerations Regarding Substances Added to Foods, Including Beverages and Dietary Supplements,” FDA reinforces current legal requirements regarding substances that companies may add to beverages and liquid dietary supplements.

“We have seen a growth in the marketplace of beverages and other conventional foods that contain novel substances, such as added botanical ingredients or their extracts,” the guidance says. “Some of these substances have not previously been used in conventional foods and may be unapproved food additives. Other substances that have been present in the food supply for many years are now being added to beverages and other conventional foods at levels in excess of their traditional use levels, or in new beverages or other conventional foods. This trend raises questions regarding whether these new uses are unapproved food additive uses.”

In the guidance, FDA notes that if a substance is not generally recognized as safe (GRAS) by qualified experts for its intended use in food and does not qualify for any of the other exemptions from the food additive definition, it is a good additive.

Many substances intentionally added to beverages and other conventional foods are food additives, which require premarket approval based on data demonstrating safety. Usually, these data are submitted to FDA in a food additive petition, although the agency also may approve a food additive on its own initiative, without first receiving a petition, FDA says.

FDA issues food additive regulations specifying the conditions under which an additive has been demonstrated to be safe and, therefore, may be lawfully used. Any unapproved food additive used in a beverage or other conventional food causes the food to be adulterated under the FD&C Act. Adulterated foods cannot be legally imported or marketed in the United States.

If a substance is GRAS under the intended conditions of use in food, it is exempt from the definition of a food additive, and thus, from premarket approval, the guidance notes. For a particular use of a substance to be GRAS, there must be both evidence of safety and a basis to conclude that this evidence is generally known and accepted by qualified experts. In other words, the GRAS standard first requires that the scientific evidence about the substance establish that the intended use of the substance is safe; i.e., that there is a reasonable certainty in the minds of competent scientists that the substance is not harmful under its intended conditions of use, FDA says.

In addition, under the second part of the GRAS standard, the scientific evidence to establish the safety of the substance for its intended use must be generally available, and there must be a basis to conclude that consensus exists among qualified experts about the safety of the substance for its intended use.

FDA also recently issued two other guidance documents related to food and beverages. One of these documents, “Distinguishing Liquid Dietary Supplements from Beverages,” is intended to help dietary supplement and beverage manufacturers and distributors determine whether a product in liquid form is properly classified as a dietary supplement or as a beverage.

The guidance describes the factors that distinguish liquid products that are dietary supplements from those that are conventional foods.

FDA also issued draft guidance to alert stakeholders to changes the agency is planning for the administrative procedures currently used by commercial processors that manufacture, process or pack acidified foods and/or thermally processed low-acid foods packaged in hermetically sealed containers.

All three guidance documents are available on FDA’s website at www.fda.gov/foodguidances.

In addition, FDA last month issued its sixth major proposed rule under the Food Safety Modernization Act (FSMA). Known as the food defense rule, the “Focused Mitigation Strategies to Protect Food Against Intentional Adulteration” addresses potential acts of terrorism that could cause massive public harm and economic disruption.

As currently written, the proposed rule would require each facility to prepare a Food Defense Plan that would include key action steps, focused mitigation strategies and procedures for monitoring, taking corrective actions and verifying activities. Companies would be required to document all food defense activities and these documents would be subject to FDA inspection.

Comments on the proposed rule are due March 31. FDA will hold a public meeting Feb. 20 to explain the proposal and provide additional opportunity for input. CMN
WASHINGTON — According to the National Restaurant Association’s recently released “Restaurant Industry Forecast,” 2014 will mark the fifth consecutive year of restaurant industry sales growth despite a continued challenging economic landscape.

Industry sales are projected to exceed $683 billion in 2014, up 3.6 percent from last year. 2014 also will mark the 15th year restaurant industry employment growth will outpace overall employment growth. The industry will continue to be the nation’s second-largest private employer with 990,000 restaurants employing 13.5 million individuals, or about 10 percent of the total U.S. workforce, the report says.

**Workforce outlook**

The National Restaurant Association expects eating and drinking places to add jobs at a 3.3 percent rate in 2013, among the economy’s leaders in job employment. Industry sales are projected to increase 1.8 percent gain in total U.S. employment.

The restaurant work force grew at a high rate in 2013, keeping the industry among the economy’s leaders in job creating. Eating and drinking places added jobs at a 3.3 percent rate in 2013, outpacing total U.S. employment, which grew 1.6 percent.

According to the National Restaurant Association, every state is expected to see their restaurant industry workforce expand during the next decade, states in the southern and western regions of the United States will continue to lead the way in 2014. Arizona and Texas are projected to set the pace with restaurant and foodservice job growth above 15 percent between 2013 and 2023. Florida, Georgia and Nevada are also expected to see their restaurant employment base expand at rates well above the national average during the next ten years.

**Challenges and opportunities**

While the restaurant industry is expected to grow this year, operators will continue to face a variety of challenges. The top challenges cited by restaurateurs include food costs, labor costs and the economy.

“Despite facing a range of challenges, America’s restaurants are showing continued resiliency and innovation,” says Hudson Riehle, senior vice president, research and knowledge, National Restaurant Association. “As the industry enters its fifth straight year of real sales growth, operators are feeding consumer appetites with technology, customer loyalty efforts, and evolving menu options. Consumers currently have a historically high pent-up demand for restaurant services, which is likely to translate into a business boost as the economy continues to improve — and our nation’s foodservice operators are rising to the challenge.”

After increasing steadily in the last four years, wholesale food costs will continue to be elevated through 2014, putting significant pressure on restaurants’ bottom lines as about on-third of sales in a restaurant goes to food and beverage purchases, National Restaurant Association reports.

Limited-service and tableservice restaurants saw labor costs as a primary challenge in 2013, and that will continue in 2014. Challenges with the Affordable Care Act implementation and minimum wage increases across the country have made a significant impact on restaurant bottom lines, as typically a third of restaurant sales is spent on labor, National Restaurant Association says.

Despite their reported spending cutbacks, consumers have a stifled desire to visit a restaurant. Eight out of 10 consumers say restaurant offers more healthy menu options now compared to two years ago, and seven out of 10 say they are more likely to visit a restaurant that offers healthy options.

Environmental sustainability is a long-term trend among operators and consumers. Nearly three out of five consumers say they are likely to make a restaurant choice based on its eco-friendly practices, the report concludes.

For more information or the complete report, visit www.restaurant.org/forecast.
CHICAGO — Percentage sales of private label brands in the United States have largely held steady in recent years, according to the latest Information Resources Inc. (IRI) Time & Trends report, “Private Label and National Brands: Paving the Path for Growth Together.” During the past year, private label share of consumer package goods (CPG) has remained unchanged at 17.2 percent. Share of dollar sales inched up only slightly to 14.6 percent, largely the result of private label price inflation, according to the report.

In 2013, the private label volume share for milk was down 1 percent from 2010 and natural cheese was down 0.5 percent from 2010. However, as part of the 10 largest CPG, private label categories, milk and cheese witnessed a decline in their private label share. In 2013, the private label volume share for milk was down 1 percent from 2010 and natural cheese was down 0.5 percent from 2010. While some industry experts believe private label has “had its day,” IRI believes that private label and national brand marketers can enjoy mutual growth by not simply co-existing, but rather evolving and working together to serve the full spectrum of consumers’ needs and wants, says Susan Viamari, editor of Times & Trends, IRI. “Of course, consumers are shipping conservatively and looking for money-saving options, so they have embraced private label.”

In the coming months and years, consumers will continue to look to both national brands and private label solutions to find the best value for their money, the report says. “Private label is clearly here to stay,” Viamari adds. “For private label to prosper, it is critical for private label marketers to understand the role of their brands in relation to competing national brands. And, national and private brand marketers must step up their collaborative focus, directing their efforts to fit their strategic goals and objectives.”

For more information or a copy of the report, visit www.iriworldwide.com. CMN

Beer and cheese

MADISON, Wis. — Bruce Workman, right, owner of Edelweiss Creamery, Monroe, Wis.; his son Ben Workman, cheesemaker; and assistant Mike Fieler offer samples of Edelweiss’ Butterkase, Havarti, Muenster, Lacy Swiss and Raw Milk Grass Based Aged Gouda to attendees of the fifth annual Isthmus Beer and Cheese Fest held Jan. 18 in Madison, Wis. The event, a celebration of Wisconsin craft beers and artisanal cheeses, featured sampling, beer-pairing presentations and more. It is sponsored by the Wisconsin Milk Marketing Board. CMN
UW’s CDR unveils new logo and web store

MADISON, Wis. — The Center for Dairy Research (CDR) has recently released a new logo and launched an online store.

“CDR is continuing to invest in our outreach efforts in order to better assist industry. As a part of this, CDR needs to be more visible and recognizable to both the public as well as industry,” says Bekah Gillespie, communication specialist at CDR. “By creating a website and logo that clearly identifies CDR as the leader in dairy research, we are better able to serve the public as well as industry,” says Bekah Gillespie, communication specialist at CDR.

The latest design for the logo includes several new features.

“We really had three main objectives in designing a new CDR logo: simplicity, creating a strong identity for CDR and incorporating our connection to UW-Madison,” Gillespie says. “To assist in identifying CDR we incorporated both the acronym and the full name into the bottom of the logo with the letters “UW” in a small red strip across the logo. Additionally, since 90 percent of Wisconsin milk is made into cheese, a large part of our work focuses on cheese, especially specialty cheese, so we felt it was important to include a cheese graphic as part of the logo.”

There is a small red strip across the bottom of the logo with the letters “UW” incorporated into a small circle, which is a nod to CDR’s relationship with the University of Wisconsin-Madison.

“We value our location on the UW-Madison campus and the collaboration it allows us to have with various departments on campus,” says Gillespie. “So it was important to recognize that we are part of a great research university.”

CDR’s new online store currently sells Dr. Robert Bradley’s book, Better Butter, but there are plans to update the store to offer other CDR publications and books in the future, Gillespie adds.

To checkout the new online store go to www.cdr.wisc.edu/about/cdr_store.

Gov. Cuomo announces $21 million to create opportunities for N.Y. dairy farmers

BINGHAMTON, N.Y. — New York Governor Andrew Cuomo recently announced an additional $21 million will be available to create new economic opportunities for New York’s dairy farmers by assisting them with business improvement and renewable energy production.

The funding for these efforts stem from recommendations made at Cuomo’s Yogurt Summit in 2012. In his 2014 state of the state address, he pledged a second yogurt summit to identify additional economic growth opportunities.

“The state is committed to creating new economic opportunities for our dairy farmers, who have helped make New York the “Yogurt Capital” of the nation,” Cuomo says. “With this funding we are providing significant financial assistance to farmers so they can cut their energy costs, increase efficiencies in their operations and develop plans to expand their businesses and contribute to cleaner communities.”

Starting on Jan. 17, $20 million will be available through the New York State Energy Research and Development Authority to install anaerobic digester technology that produces renewable biogas used to produce electricity and heat from organic wastes. Farms, food manufacturers or municipal wastewater sites would be eligible for up to $2 million per project.

In addition, funding for the Dairy Acceleration Program (DAP) will be increased by $850,000, which is in addition to the $1 million announced by Cuomo last August. Payments under DAP may include: up to $5,000 per farm to write a business plan or develop a combination of a business and facility growth plan; and up to $4,500 to update an existing Comprehensive Nutrient Management Plan or $6,000 to develop a new one.

“We have been very pleased with the excellent response of New York dairy farmers to this program to date,” says Tom Overton, professor of dairy management and director of PRO-Dairy at Cornell University. “The awarded projects have been of high quality and will help these farms both meet the increased demand for milk and be successful as businesses. These new funds will be directed entirely toward funding additional projects under this program.”
Largest judging panel in history announced for 2014 World Championship Cheese Contest

MADISON, Wis. — Fifty cheese experts from around the world will convene to crown the World Champion Cheese at the 2014 World Champion Cheese Contest, being held here at Monona Terrace, March 18-19.

This year’s international team is from 19 nations and 14 U.S. states making it the contest’s largest judging panel ever. The panel, overseen by Robert Aschebrock, chief judge and veteran USDA dairy grader, will evaluate cheese and butter entries.

“The judge selection committee carefully reviewed numerous prospective judges to arrive at a well-qualified team,” Aschebrock says. “In addition to an excellent international presence, this year’s panel represents a wide range of expertise which is more and more important as this contest continues to grow.”

Assisting Aschebrock will be Bill Schlinsog, chief judge emeritus, Middleton, Wis., and assistant chief judges Tim Czarnowski, Agropur Inc., Hull Iowa; Jim Mueller, Mueller Consulting, Green Bay, Wis.; Stan Dietsche, Oshkosh Cheese Sales & Storage, Oshkosh, Wis.; and Sandy Toney, Masters Gallery Foods, Plymouth, Wis.

John Umhoefer, executive director of the Wisconsin Cheese Makers Association, will be the contest host. The contest chairman is Brian Eggebrecht, of Welcome Dairy, Colby, Wis. Eggebrecht will be assisted by Steve Krause, TOSCA Ltd., Green Bay, Wis.; Kevin Thome, Cheese Reporter, Madison, Wis.; Dave Buhlzer, Klondike Cheese Co., Monroe, Wis.; Dan Stearnz, Agropur Inc., Waywewa, Wis.; and Craig Linn, Tetra Pak, Winsted, Minn.

International judges include: Roberto Castañeda, Technological Research Center for the Dairy Industry, Buenos Aires, Argentina; Russell Smith, Dairy Australia, Victoria, Australia; Louis Aird, Saputo Cheese, Montreal; Dr. Samir Kalit, University of Zagreb, Zagreb, Croatia; Per Olesen, Bornholms Andelsmejeri, Klemensker, Denmark; Roland Barthelemey, Guild of Promagers, Orl, France; Richard Ellner, Bavarian Research Center for Agriculture, Freising-Weihenstephan, Germany; Pedro Huhatschek, ALPMA, Rott am Inn, Germany; Antonios Athanassoulas, Tyras, Trikala, Greece; Enda Howley, Irish Dairy Board, Dublin; Davide Fiori, Luigi Guffanti Formaggi, Arona, Italy; Luis Jimenez-Marcos, Wisconsin Center for Dairy Research and Arnoldo Lopez, University of Wisconsin Department of Food Science, both representing Mexico; Chris Vickers, Fonterra Cooperative Group Ltd., Palmerston North, New Zealand; Jo Penders, FrieslandCampina Cheese Specialties, Bilthoven, Netherlands; Pierre-Borgi Skoie, Norwegian University of Life Sciences, Ås, Norway; Mariana de Almeida, Agricultural Engineer, Lisbon, Portugal; Kobus Mulder, Durbanville, Western Cape, South Africa; Jose Luis Martin, Cheeseemonger, Quessarte, Madrid; Jose Luis Galvan, Itactyl, Palencia, Spain; Ernst Oettli, Gourmimo AG, Langnau im Emmental, Bern, Switzerland; Walter Bisig, Agroscope Liebefeld-Posieux Research Station ALP, Bern, Switzerland; David Lockwood, Neal’s Yard Dairy, London; and Chris George, Cheese Journeys, London.


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For more information please visit www.worldchampioncheese.org. CMN
MADISON, Wis. — To reflect the growing number of specialty cheeses offered worldwide, several new classes have been added to the 2014 World Championship Cheese Contest.

The Wisconsin Cheese Makers Association (WCMA) has refined the entry-kit description of the Open Class for Alpine Cheese to reflect the description provided by Caseus Montanus, an international mountain cheese competition held between 2002-2009. There also will now be an Open Class: Soft Ripened Cheeses and Open Class: Flavored Soft Ripened Cheeses. Soft ripened entries from France, Canada and the United States have increased in recent contests.

Hispanic style cheeses continue to grow in popularity and a class for Hard Hispanic Cheeses has been added for Queso Seco, Queso Duro and Cotija. Smoked Provolone and Smoked Gouda are two new classes implemented to reflect the popularity of smoked cheeses. An Asiago class also has been added.

“We continually watch trends in industry and in entry numbers to create classes that meet the needs of the global cheesemaking community,” says Jane Cisler, contest manager, WCMA, which hosts the contest. “All of these new classes reflect the growing diversity in specialty cheeses throughout the world.”

Entries are due Feb. 18 and the contest takes place here March 18-19. For complete entry information, including descriptions for the 90 contest classes, go to www.worldchampioncheese.org.

Milk production in December even with 2012

WASHINGTON — Milk production in the 23 major milk-producing states during December totaled 15.70 billion pounds, up just slightly from December 2012’s 15.69 billion pounds, according to preliminary data released Thursday by USDA’s National Agricultural Statistics Service (NASS). (All figures are rounded. Please see CMN’s Milk Production chart at right.) November revised production in the 23 major states, at 14.95 billion pounds, was up 0.1 percent from November 2012. The November revision represents a decrease of 32 million pounds or 0.2 percent from last month’s preliminary production estimate.

For the entire United States, NASS estimates December 2013 milk production at 16.81 billion pounds, up slightly from 16.82 billion pounds in December 2012.

The preliminary December numbers bring milk production for 2013 to 187.66 billion pounds in the 23 major states, up 0.5 percent from 2012. For the entire United States, 2013 milk production is estimated at 201.19 billion pounds, an increase of 0.4 percent from 2012.

Production per cow in the 23 major states in December averaged 1,846 pounds, down 1 pound from December 2012. The number of milk cows on farms in the 23 major states was 8.50 million head in December, 6,000 head more than December 2012, and 1,000 head more than November 2013.

California, the nation’s leading milk-producing state, saw production reach 3.48 billion pounds in December, an increase of 1.6 percent from a year earlier. California was home to 1.78 million cows in December, up 1,000 head from a year earlier and unchanged from November 2013. Production per cow in California in December averaged 1,950 pounds, 30 pounds more than a year earlier.

Wisconsin followed with 2.31 billion pounds of milk in December, 1.9 percent below its production a year earlier. There were 1.37 million cows on Wisconsin dairies in December, the same number as a year earlier but down 1,000 head from the previous month. Wisconsin cows averaged 1,815 pounds of milk in December, 35 pounds less than a year earlier.
Yuengling’s Ice Cream enters early production

ORBISGURG, Pa. — Yuengling’s Ice Cream, an iconic Pennsylvania product first made in 1920, is preparing to hit grocery store shelves after a 28-year hiatus.

“It’s a very exciting time for us” says David Yuengling, president of Yuengling’s Ice Cream. “We originally expected production to begin in March, but when we announced in September that we were bringing back Yuengling’s Ice Cream, the response was so enthusiastic that we pushed up the production.”

The ice cream is expected to be available in grocery stores by mid-February. It initially will be sold at Acme, Weis and select independent grocery stores in Delaware, Maryland, Pennsylvania, New Jersey, New York and West Virginia.

Lieby’s Dairy in Tamaqua, Pa., will be producing the ice cream. The initial run will consist of 100,000 quarts in 10 all-natural flavors. The flavors will include vanilla, chocolate, espresso chocolate chip, chocolate fudge brownie, chocolate chip, black and tan, vanilla fudge chunk with pretzels, chocolate marshmallow, root beer float and mint chocolate chip.

Yuengling’s Ice Cream is PA Preferred — the milk and cream is locally sourced in Pennsylvania, as ice cream production.

For more information go to www.yuenglingsicecream.com. CMN


eu-funded project MicroMilk develops new milk pasteurization method using microwaves

STUTTGART, Germany — A new method for pasteurization of milk with microwaves has been developed by MicroMilk, a project funded by the European Union (EU) and comprised of European SMEs (small and medium enterprises), the University of Hohenheim and the Fraunhofer IGB (Leibniz - Institute of Freshwater Ecology and Inland Fisheries).

The system preserves the valuable components of milk, and is suitable for heating viscous and concentrated dairy products, MicroMilk says.

Typical pasteurization uses plate heat exchangers, in which preheated milk is passed in countercurrent to hot water or steam. The heat recovered from the subsequent cooling of the pasteurized milk is used to heat the incoming cool milk.

According to the project, direct heating using plate heat exchangers has disadvantages. Heat transfer is weakened by a process known as fouling, in which an undesirable layer forms on the large surfaces of the heat exchanger. Therefore, the heat exchangers must be cleaned regularly.

Project MicroMilk has shown some advantages during its experimental operation. Reduction of fouling has enabled extended operating times between system cleanings, thus saving water and detergent.

MicroMilk engages in milk heating products, MicroMilk says.

“A very promising characteristic of microwave pasteurization is that we pushed up the production.”

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Yuengling’s Ice Cream is PA Preferred — the milk and cream is locally sourced in Pennsylvania, as ice cream production.

For more information go to www.yuenglingsicecream.com. CMN

“Much of the valuable and heat-sensitive substances, especially milk proteins and vitamin B, remains undenatured.”

Dr. Ana Lucia Vásquez
MICROMILK

The process will be demonstrated with two industrial scale units within the follow-up project, MicroMilk Demo. The current prototype for microwave-pasteurization outputs 400 liters of milk per hour. According to Vásquez, the system will be profitable for small dairies.

A second microwave-pasteurization unit will be built with a flow rate of 1,000 liters per hour and will be tested to treat high-viscous products such as condensed milk and whey concentrates, and products with high contents of solids such as fruit yogurt and fruit juice. CMN
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U.S. organic food market to grow in next five years, says TechSci Research study

NEW YORK — The increasing awareness of health benefits coupled with the per capita income are stimulating the demand for organic food in the United States market, according to “United States Organic Food Market and Forecast & Opportunities, 2018,” a study recently published by TechSci Research, a research-based global management consulting firm.

The United States is the highest demand generator for organic food in the world with continuously increasing domestic production. During 2002-2011, the country’s domestic organic food production increased by about 240 percent. Demand for organic food is continuously increasing in the United States, according to the Organic Trade Association.

“The organic food market contributed about 4 percent to the country’s overall food market in terms of revenues during 2010. Furthermore, the retail organic food market is an emerging trend in the country. Therefore, with the increased consumer food expenditure of about 7.67 percent during 2010-12, the demand for organic food through retail sales medium is anticipated to increase,” says Karan Chechi, research director with TechSci Research.

The Western is contributing mainly to the country’s organic food market revenue on the back of growing domestic production and increasing awareness. The report forecasts that U.S. organic food market revenue will grow at a compound annual growth rate of around 14 percent during 2013-2019.

For more information visit www.techsciresearch.com. CMN

Velveeta Cheesy Skillets recalled due to undeclared allergens

WASHINGTON — USDA’s Food Safety and Inspection Service this week announced a recall of approximately 1.77 million pounds of Kraft Velveeta Cheesy Skillets because of misbranding and an undeclared allergen. The products are formulated with hydrolyzed soy protein and dried soy sauce, known allergens, which are not declared on some labels.

The recall, conducted by Truitt Brothers Inc. of East Bernstadt, Ky., is for 3.3-pound cases containing six 9-ounce microwaveable containers of “Kraft Velveeta Cheesy Skillets Singles — Ultimate Cheeseburger Mac” (a macaroni and cheese product) with a best-by date code of March 2 through Oct. 23, 2014. The products were produced between May 6, 2013, and Jan. 16, 2014, and shipped to Kraft Foods distribution centers and retail locations nationwide.

No other Velveeta or Kraft products are impacted by this recall, and FSIS and the company have received no reports of adverse reactions due to consumption of these products.

The problem was discovered during a recent routine quality check conducted by Truitt Brothers Inc., which then contacted FSIS. The company believes the problem occurred when a label supplier inadvertently mixed labels with incorrect ingredient lines with labels containing correct ingredient information. CMN

Aussie cheese gains duty-free access in Korea

CANBERRA, Australia — Cheese producers in Australia will gain duty-free access to the South Korean market through the Korea-Australia Free Trade Agreement (KAFTA).

Negotiations for KAFTA concluded last month, and the agreement will be signed and come into operation following domestic approval processes in Australia and Korea. As part of the agreement, tariffs of up to 30 percent will be eliminated on key Australian agricultural exports such as dairy, beef, wheat, sugar, wine, horticulture and seafood, as well as resources, energy and manufactured goods. Currently Australian cheese exports face Korean tariffs of up to 96 percent.

The Australian Department of Foreign Affairs and Trade notes that independent studies show that KAFTA will be worth more than AUD5 billion in additional income to Australia between 2015 and 2030 and will result in an annual boost to the economy of around AUD53 million after 15 years of operation. By 2030, the studies predict exports of agricultural goods from Australia to Korea will be 73 percent higher under KAFTA than they would have been without the trade agreement, contributing to a 5 percent increase in Australia’s total agricultural exports. CMN
SPX awarded contract to establish powdered infant formula plant in Brittany region of France

CHARLOTTE, N.C. — SPX Corp. recently announced that it has been awarded a contract valued in excess of $50 million from Synutra France International, a subsidiary of Synutra International Inc., an infant nutrition company producing and supplying in China. The contract is to establish a powdered infant formula processing plant that will utilize SPX Flow Technology process systems to convert milk and other ingredients into high-quality powdered infant formula and other quality products, Michael adds. CMN

China’s Biostime to acquire infant formula maker Changsha Yingke Nutrition Products

HONG KONG — Biostime International Holdings Ltd., a pediatric nutrition and baby care products provider in China, recently announced its acquisition of the entire equity interest in Changsha Yingke Nutrition Products Co. Ltd., which manufactures infant formula products. The acquisition will expand Biostime’s production capacity for its new ADIMIL brand of milk powder, which will target high-end markets in China. Biostime introduced ADIMIL brand milk powder from France to China in September and plans to launch new products under the brand this year. The acquisition of Changsha Yingke, which will be used to produce the ADIMIL line, will give the company an additional production capacity of 30,000 to 50,000 metric tons. Biostime will manufacture the new products in the ADIMIL series using imported milk and will be able to reduce the time it takes to supply ADIMIL products to consumers. CMN

SQF Institute to require unannounced audits

MADISON, Wis. — The Safe Quality Institute (SQFI), a division of the Food Marketing Institute, recently announced an unannounced audit protocol will be included in the next revision of the SQF Code (SQF).

With the support of its Technical Advisory Council, representing SQF stakeholders, SQF will become the first internationally accredited third-party assessment program to require unannounced audits.

SQFI’s unannounced audit protocol will require one of every three SQF audits to be unannounced. It will be introduced in February and implemented in July, according to Robert Garfield, SQFI senior vice president. "We understand that the food industry must respond to and meet the nation’s food safety challenges more rapidly and effectively, which requires a more nimble approach to our program," says Garfield. "Although many stakeholders, such as governments and consumer organizations, recognize the efficacy of the SQFI food safety management program, unannounced audits will elevate the SQF Program to the next level by providing a standard that will prepare SQF certified suppliers to be audit-ready at any time. We believe that each facility must be prepared everyday for an assessment." For more information visit www.sqfi.com. CMN

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Most commodity prices up at GDT auction

AUCKLAND, New Zealand — The GlobalDairyTrade (GDT) price index was up 1.4 percent, and average prices for almost all commodities increased Tuesday following the latest auction on GDT, Fonterra’s internet-based sales platform.

The average price achieved across all contracts and contract periods was down 0.5 percent for skim milk powder to US$4,698 per metric ton (FAS) ($2.1311 per pound).

Average prices for all other commodities increased Tuesday. Averages and percent change from the previous auction are as follows:

- Butter: US$4,657 per metric ton FAS ($2.1124 per pound), up 10.8 percent.
- Cheddar: US$5,133 per metric ton FAS ($2.3282 per pound), up 10.4 percent.
- Milk protein concentrate: US$9,657 per metric ton FAS ($4.3804 per pound), up 7.2 percent.
- Rennet casein: US$12,390 per metric ton FAS ($5.6198 per pound), up 4.2 percent.
- Buttermilk powder: US$85,244 per metric ton FAS ($2.3788 per pound), up 3.0 percent.
- Anhydrous milkfat: US$84,943 per metric ton FAS ($2.3419 per pound), up 0.1 percent.
- Whole milk powder: US$4,943 per metric ton FAS ($2.2419 per pound), up 0.1 percent.
- Anhydrous milkfat: US$5,641 per metric ton FAS ($2.5587 per pound), up 2.2 percent.
- Whole milk powder: US$4,845 per metric ton FAS ($2.3419 per pound), up 0.1 percent.
- Anhydrous milkfat: US$5,641 per metric ton FAS ($2.5587 per pound), up 2.2 percent.
- Whole milk powder: US$4,943 per metric ton FAS ($2.2419 per pound), up 0.1 percent.

The next trading event will be held Feb. 4. For more information, visit www.GlobalizationTrade.info.

CMN

Mexican cheese suspected in infant illness

SALEM, Ore. — Oregon health and agriculture officials issued a warning last Friday about a type of cheese from Mexico believed to be tainted with Listeria and responsible for sickening an infant.

The newborn baby from Clackamas County, Ore., became ill in late December. Physicians with the Oregon Health Authority Public Health Division believe the infant, who now is recovering, was infected with Listeria while in the womb.

A joint investigation by Oregon’s Public Health Division and Department of Agriculture traced the infection to a Queso Fresco, manufactured in Mexico and purchased from a Latino grocery store in Woodburn, Ore. Officials believe the cheese was brought into the country illegally because it was unlabeled and distributed and sold in plastic bags.

The Oregon Department of Agriculture has issued placards for businesses to display and has advised people who have the cheese to throw it out or take it back to where they bought it.

“Eating it can make people very sick, especially pregnant women, the elderly and those with weakened immune systems,” says Paul Cieslak, manager of the Oregon Public Health Division’s Acute & Communicable Disease Prevention section.

CMN

Foodservice yogurt sales increasing, NPD Group says

CHICAGO — According to the NPD Group, a global market research company, yogurt has seen success in increasing its presence in refrigerators and lunch bags and now has become a double-digit growth category for many foodservice operations.

NPD uses its SupplyTrack, a monthly tracking service that codes, aggregates and tracks products shipped, to compile the data.

“Yogurt ... can be the edge service distributors, manufacturers and operators need to gain share.”

Annie Roberts
NPD SUPPLYTRACK

The total dollar volume of yogurt shipped through broadline foodservice distributors to foodservice outlets grew by 11 percent, and units shipped grew by 7 percent in the year ending September 2013, compared to the previous year.

Dollar sales of yogurt shipped to colleges and universities increased by more than 11 percent. In addition, total dollars of yogurt shipped to hospitals, government, recreation and retail foodservice also increased.

Greek yogurt stood out as it garnered a double-digit gain in dollar sales and units shipped, and yogurt types geared to kids realized an almost double-digit increase over a year ago in dollars shipped.

“Yogurt is a good example of how combining the knowledge of a category’s market dynamics and performance metrics with consumer consumption behavior can be the edge service distributors, manufacturers and operators need to gain share,” says Annie Roberts, vice president of NPD SupplyTrack.

Per capita yogurt consumption has more than doubled over the decade, and currently nearly one in three individuals eats yogurt, according to NPD.

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